

# YOUTUBE STATS YOU NEED TO KNOW IN 2020





Over 90% of users say they  
learned about a brand or  
product on YouTube



---

# IN THIS DECK

**YOUTUBE STATS YOU NEED TO  
KNOW IN 2020**

1. KIND OF A BIG DEAL
2. YOUTUBE MOBILE STATS
3. YOUTUBE DEMOGRAPHIC STATS
4. YOUTUBE SUBSCRIBER GROWTH STATS
5. YOUTUBE USAGE STATS



**YouTube has over 1.9 billion  
monthly active logged in  
users**



## KIND OF A BIG DEAL

One Billion

1B

Hours of video watched on YouTube every day, which is more than Netflix and Facebook videos combined

One Billion

1B

Number of users YouTube has- which amounts to almost one-third of all internet users

Thirty Million

30M

Number of active users on YouTube every day

// YouTube is the 2nd largest search engine and the 2nd most visited/trafficked website in the world behind its parent company Google.

// YouTube is the 2nd most popular social platform behind Facebook.





**37% of all mobile internet  
traffic belongs to YouTube**





---

# YOUTUBE MOBILE STATS

- On mobile devices alone, YouTube reaches more adults aged 18-49 during prime time than any cable network does in an average week.
- 75% of adults report watching YouTube on their mobile devices.
- More than 70% of YouTube watch time is generated from mobile devices.
- YouTube mobile ads are 84% more likely to hold attention than TV ads.
- Over 50,000 years of product review videos have been watched on mobile devices over the past two years.
- In 2018, YouTube was the most popular IOS app.



73% of U.S. adults use  
YouTube

SOURCE: PEW RESEARCH





---

# YOUTUBE DEMOGRAPHIC STATS

- Over 90% of 18-44 year old American internet users watch videos on YouTube.
- Over half of American internet users who are aged 75 and over watch videos on YouTube.
- Over 50% of YouTube's audience is female.
- 59% of Generation Z (16-24-year-olds) have increased their YouTube usage since last year.
- 46% of millennials (25-34-year-olds) have increased their YouTube usage since last year.
- Millennials prefer YouTube 2 to 1 over traditional television.
- 95% of global internet population watches YouTube.



---

# YOUTUBE DEMOGRAPHIC STATS

- 70% of millennial YouTube users watched a YouTube video to learn how to do something new or learn about something they're interested in.
- 15.8% of YouTube users are from the United States.
- YouTube attracts the most visitors from the United States, India, Japan, Russia, and China.
- YouTube is available in more than 91 countries.
- YouTube is available in 80 different languages.



**37% of the coveted 18~34 year  
old demographic binge watch  
on YouTube**



---

# YOUTUBE SUBSCRIBER GROWTH STATS

- The number of channels with more than 1 million subscribers increased by more than 75% since 2017.
- The number of YouTubers who earn six figures per year has increased by more than 40% since 2017.
- The number of YouTubers who earn five figures per year has increased by more than 50% since 2017.
- The top ten YouTubers earned 42% more revenue in 2018 compared to 2017.
- PewDiePie is the most popular YouTube channel, with 85 million subscribers.
- The most popular branded YouTube channel is LEGO, which has over 7.1 million subscribers and has received over 8.7 billion views.



A hand holding a smartphone, which is the central focus of the image. The phone's screen displays a video of a stage performance with bright spotlights and a large audience. The background is a blurred crowd of people, with blue and purple light flares. The text 'Average viewing session lasts more than 40 minutes' is overlaid in white on the left side of the phone.

**Average viewing session lasts  
more than 40 minutes**



---

# YOUTUBE USAGE STATS

- YouTube users collectively watch over 46,000 years of content each year.
- 68% of YouTube users watched a video to help them make a purchase decision.
- 80% of YouTube users who watched a video to help them make a purchase decision said they watched the video at the beginning of the shopping process.
- 95% of the most popular YouTube videos are music videos.
- 47% of on-demand music streaming was listened to on YouTube.
- There are twice as many small- and medium-sized businesses advertising on YouTube since 2016.



---

# YOUTUBE USAGE STATS

- Four times as many people prefer watching video on YouTube rather than on social media platforms.
- YouTube users watch more than 180 million hours of content on TV screens every day.
- YouTube users are three times more likely to prefer watching a YouTube tutorial video compared to reading the product's instructions.
- “Relaxing” and “feeling entertained” are the top two reasons viewers watch YouTube.
- Relaxation videos like soap cutting and slime playing experienced a 70% increase in watch time in 2018.
- Comedy, music, entertainment/pop culture, and “how to” are the four most popular content categories on YouTube.



# 88%

88% of marketers planned to use YouTube in their marketing strategy in 2019.

YouTube has tremendous reach, but finding people with so many other videos vying for eyeballs is the tricky part. Yet, marketers find overwhelming success on YouTube. Out of the 87 percent of marketers who have published video content on YouTube, a whopping 80 percent found it to be an effective strategy.





---

# Thank you!

CONTACT: Mitchell Setbon [P] 917.575.2284 [E] [mitch@highlarkcollective.com](mailto:mitch@highlarkcollective.com)